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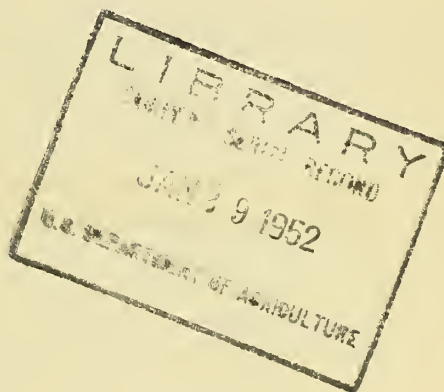
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
IN  
NOVEMBER 1951

United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration



Washington, D. C.  
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## FOREWORD

This report presents data on consumer purchases during November 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS  
NOVEMBER 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

In November 1951 householders purchased the equivalent of 5,737,000 boxes of fresh oranges in the form of canned single strength orange juice, frozen concentrated orange juice, and fresh oranges. This total represents an increase of 11 percent, compared with October and an increase of 19 percent, compared with November 1950. The increase compared with October was accounted for entirely by larger household purchases of fresh oranges, while the increase compared with November a year ago was accounted for by larger purchases of both fresh oranges and frozen concentrated orange juice. In November fresh orange purchases constituted 47 percent of the total purchases of oranges and orange products, on a fresh equivalent basis, while frozen concentrated orange juice and canned single strength orange juice purchases represented 35 percent and 18 percent, respectively, of the total.

Householders purchased in November a total of fresh grapefruit, canned single strength grapefruit juice, and frozen concentrated grapefruit juice equal to 2,294,000 boxes of fresh grapefruit, an increase of 22 percent, compared with October but 11 percent below the level of November 1950. Fresh grapefruit purchases in November constituted 52 percent of the total of grapefruit and grapefruit products, on a fresh equivalent basis, and canned single strength juice, 46 percent of the total.

Household purchases of canned and frozen lemon juice, frozen and shelf-pack lemonade base, and fresh lemons in November amounted to 270,000 boxes, on a fresh fruit equivalent basis, compared with 328,000 boxes in October. Fresh lemon purchases in November accounted for 192,000 boxes, or 71 percent of the fresh equivalent total of 270,000 boxes, while lemon juice and lemonade base accounted for 17 percent and 12 percent, respectively.

In November householders purchased 1,675,000 cases of pineapple juice, a record for any month since this series began in October 1949, and the average price of 28.6 cents per 46-ounce can was the lowest yet reported. Householders purchased somewhat less canned orange, grapefruit, orange-grapefruit blended, and tomato juices in November than in October. Average prices paid for these juices were slightly higher in November.

Householders purchased 3,819 tons of dates in November, 28 percent above the volume in November 1950. Domestic date purchases by householders were almost double those in November 1950, while imported date purchases were only 6 percent higher. The average price paid for domestic dates was down substantially, compared with the preceding month and a year ago.

Dried prune purchases by householders in November totaled 5,184 tons, nearly 4 percent above November a year ago. Consumers paid an average of 25.8 cents per pound for dried prunes in November, down slightly from October but about the same as in November 1950. Householders' prune juice purchases totaled 362,000 cases (equivalent No. 2 cans) in November, slightly lower than in the preceding month, while the average price paid by consumers for prune juice was practically unchanged.



## FROZEN JUICES AND ADE BASES

Household purchases of frozen concentrated orange juice in November 1951 continued at the record high level of about 2,600,000 gallons established in the previous month (fig. 4). November purchases were nearly 50 percent greater than those during the same month a year ago. While the proportion of families buying frozen concentrated orange juice dropped from 22 percent in October to 21 percent in November, the average quantity purchased by each of these buying families increased to 5.9 of the 6-ounce cans from 5.6 during the preceding month (table 1). The average price paid by householders in November was 19.7 cents per 6-ounce can, slightly below the average of 20.4 cents in the previous month and the lowest price yet reported.

Householders purchased 53,000 gallons of frozen concentrated orange-grapefruit blended juice in November 1951, approximately the same volume as in the preceding month (table 1). Purchases of frozen concentrated grapefruit juice, however, declined to 43,000 gallons, the lowest level in over a year. The average price paid by householders for orange-grapefruit blended juice—18.8 cents per 6-ounce can—was slightly lower than in October, while that for grapefruit juice increased to 18.4 cents per 6-ounce can—up over 1 cent per can.

Frozen lemonade base purchases by householders totaled 106,000 gallons in November 1951 and those of shelf-pack lemonade base 15,000 gallons, compared with 156,000 gallons and 20,000 gallons, respectively, in October (table 6). The average price of 14.4 cents per 6-ounce can paid by householders for frozen lemonade base was slightly lower than in the preceding month, while the average of 14.5 cents per 6-ounce can paid for shelf-pack lemonade base was up slightly.

## CANNED JUICES

Householders purchased 1,675,000 cases (equivalent No. 2 cans) of pineapple juice in November 1951. This was the largest volume of any canned single strength juice purchased by householders during the month (table 2). November purchases of canned pineapple juice also were at a record high for any month since this series began in October 1949, exceeding those of October 1951, the previous record, by 27 percent. These record purchases in November were about two and one-fifth times as large as those in November a year ago and those in November 1949. The average price paid by householders for canned pineapple juice in November was 28.6 cents per 46-ounce can, the lowest for any month since this series began. November was the second consecutive month in which there was a substantial decline in the average price paid for pineapple juice, compared with that paid in the preceding month. These declines amounted to 8 percent in October, compared with September, and to 10 percent in November, compared with October.

Canned single strength orange juice purchases by householders amounted to 1,325,000 cases (equivalent No. 2 cans) in November 1951. This volume of purchases was substantially below that of October and other recent months but was slightly more than in November a year ago (fig. 5). Consumers paid somewhat higher prices for canned orange juice in November a year ago (fig. 5). Consumers paid somewhat higher prices for canned orange juice in November, 28.3 cents per 46-ounce can, than in October when the average was 26.7 cents. November was the first month since June in which consumers paid a higher average price for canned orange juice than for canned tomato juice.

Household purchases of canned single strength grapefruit juice amounted to 996,000 cases (equivalent No. 2 cans) in November 1951, slightly less than in October and in November a year ago (fig. 5). Prices paid by householders for canned grapefruit juice averaged 23.7 cents per 46-ounce can in November, slightly more than in the preceding month but about one-fifth less than in November 1950.

Household purchases of canned orange-grapefruit blended juice amounted to 477,000 cases (equivalent No. 2 cans) in November 1951, 22 percent less than in October but about the same as in November 1950 (fig. 5). The average price paid by householders for canned orange-grapefruit blended juice in November was 26.2 cents per 46-ounce can, slightly higher than in October.

Canned tomato juice purchases by householders amounted to 1,460,000 cases (equivalent No. 2 cans) in November 1951, 11 percent less than in October but about the same as in November 1950 (table 2). Tomato juice purchases in November represented the second largest volume of household purchases of any of the canned single strength juices during the month. Consumers paid an average of 27.7 cents per 46-ounce can for tomato juice in November, approximately the same as in the preceding month and in November a year ago. Tomato juice was purchased by 18 percent of all families during November.

Householders purchased 43,000 cases (equivalent No. 2 cans) of canned single strength lemon juice in November, about the same as in October but nearly 40 percent more than in November 1950 (table 2). Consumers paid an average of 10.3 cents per 6-ounce can for lemon juice in November, slightly more than in October but 14 percent less than in November a year ago.

Prune juice purchases by householders amounted to the equivalent of 362,000 cases of No. 2 cans in November, slightly less than in October 1951 and in November 1950 (fig. 9). The average price paid by consumers for prune juice in November was 32.5 cents per 32-ounce bottle, practically unchanged from October and other recent months but above the average of 30.9 cents paid in November a year ago.



## FRESH CITRUS FRUITS

Householders purchased 2,693,000 boxes of fresh oranges in November 1951, nearly half again as much as in October and about one-fifth more than in November a year ago (fig. 1). Of this total, 1,186,000 boxes, or 44 percent, were identified as from California-Arizona; 981,000 boxes, or 36 percent, from Florida; and the remaining 20 percent was not identified as to origin. Household purchases of Florida oranges in November showed a marked seasonal increase, compared with October, and were at about the same level as in November a year ago. Household purchases of California-Arizona oranges in November declined from October but were 61 percent more than those of November 1950 (fig. 6). Householders paid an average of 45 cents per dozen for California-Arizona oranges in November, slightly less than in October and about the same as in November a year ago. The average price paid by householders for Florida oranges in November--33 cents per dozen--represented a substantial decline from the average price paid in October--41 cents--and was somewhat below that paid in November 1950. About 47 percent of all families purchased fresh oranges in November; 24 percent reported purchases of California-Arizona fresh oranges and 20 percent reported purchases of Florida fresh oranges (table 3).

Fresh grapefruit purchases by householders amounted to 1,182,000 boxes in November, nearly twice as much as in October but 10 percent less than in November 1950. Purchases of Florida grapefruit, amounting to 619,000 boxes in November, accounted for most of the increase, compared with the preceding month. Consumers paid an average of 92 cents per dozen for California-Arizona fresh grapefruit in November (table 3). The average price paid by householders for Florida fresh grapefruit in November--93 cents per dozen--declined substantially from that of the preceding month. Nearly 26 percent of all families bought fresh grapefruit in November, compared with 19 percent in October and 30 percent in November 1950.

The beginning of tangerine marketing was indicated with household purchases of 71,000 boxes in November. Householders paid an average of 45 cents per dozen for tangerines in November, compared with 38 cents in November a year ago.

Householders purchased 192,000 boxes of fresh lemons in November, substantially less than in October but only 4 percent below the level of purchases in November 1950 (fig. 8). The average price consumers paid in November for fresh lemons was 47 cents per dozen.

## DRIED FRUITS

Householders purchased 3,819 tons of dates in November 1951, more than double the quantity purchased in October and 28 percent above the level of purchases in November 1950. Most of the increase, as compared with a year ago, was accounted for by heavier purchases of domestic dates. These totaled 1,906 tons in November--nearly double the volume of



domestic dates purchased in the same month of 1950 (fig. 10). Household-ers reported purchasing 1,254 tons of imported dates in November, well above the 761 tons reported in October but only 6 percent above the quantity purchased in November a year ago. The origin of an additional 659 tons of dates purchased in November was not identified.

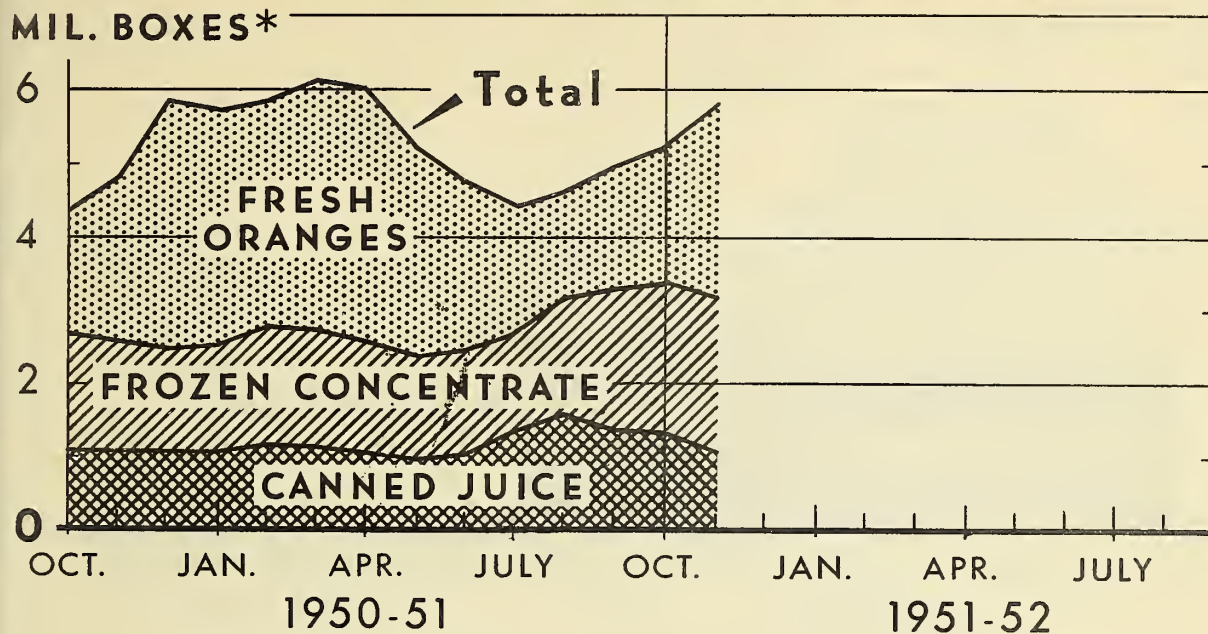
The average price paid for domestic dates by householders in November 1951 was 29.6 cents per pound. This was approximately 4 cents per pound less than the average paid in the preceding month and in November 1950. Prices reported paid for imported dates, on the other hand, increased in November, averaging 46.2 cents per pound, compared with 45.2 cents in October.

Dried prune purchases by householders in November 1951 amounted to 5,184 tons, nearly 4 percent above the level of purchases in November a year ago but 18 percent above those in October 1951 (fig. 9). The 793 ton increase in purchases from October to November 1951 was substantially greater than the increase of 511 tons between the same 2 months of 1950. The proportion of families buying dried prunes in November--12.9 percent--was virtually the same as in November a year ago (table 4). Householders paid an average of 25.8 cents per pound for dried prunes in November 1951, compared with an average of 26.5 cents per pound in the preceding month and 26.0 cents per pound in November 1950.

Dried peach purchases by householders totaling 355 tons in November 1951 were substantially above the level of purchases in the same month of the 1950 season, while dried apricot purchases of 622 tons were moderately higher and those of mixed dried fruits--242 tons--were slightly lower (table 4). The average price paid by householders for each of these fruits in November was higher than in the corresponding month a year ago.



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,824	1,686	2,043	1,605	1,312	1,068	5,479	4,359
November	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
December		3,415		1,412		1,056		5,883
October-December 3/		7,985		4,938		3,464		16,387
January		3,216		1,463		1,050		5,729
February		3,083		1,619		1,141		5,843
March		3,375		1,600		1,119		6,094
October-March 3/		18,498		10,044		7,058		35,600
April		3,401		1,546		1,043		5,990
May		2,796		1,440		944		5,180
June		2,296		1,444		1,013		4,753
October-June 3/		27,632		14,841		10,284		52,757
July		1,749		1,383		1,306		4,438
August		1,478		1,573		1,570		4,621
September		1,656		1,929		1,361		4,946
Season 3/		32,955		20,142		14,892		67,989

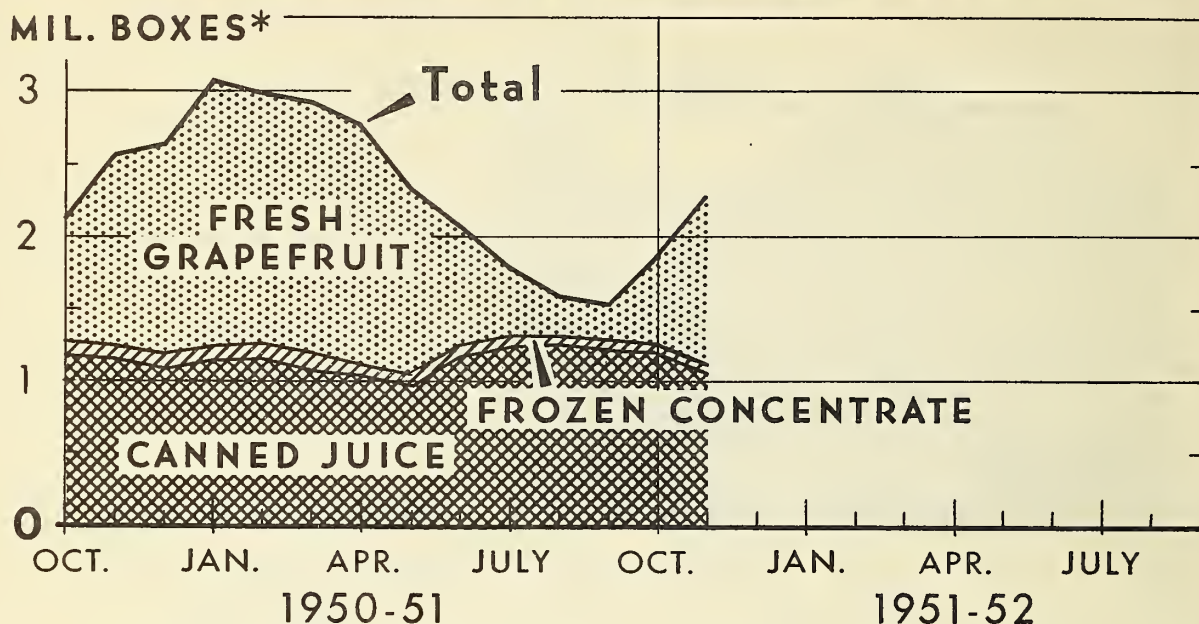
1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

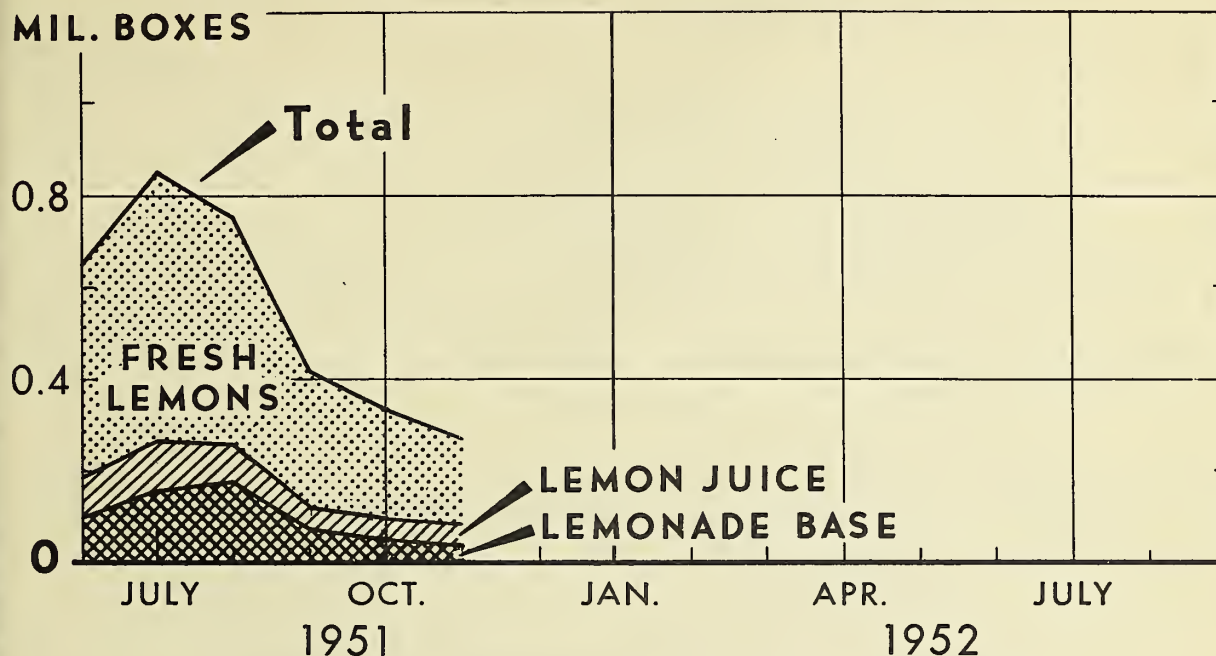
Period	Fresh grapefruit		Frozen concentrated grapefruit juice <sup>1/</sup>		Canned single-strength grapefruit juice <sup>2/</sup>		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December		1,425		102		1,096		2,623
October-December <sup>3/</sup>		3,925		335		3,756		8,016
January		1,810		101		1,139		3,050
February		1,709		107		1,152		2,968
March		1,713		125		1,081		2,919
October-March <sup>3/</sup>		9,687		698		7,431		17,816
April		1,660		87		1,017		2,764
May		1,263		82		969		2,314
June		804		94		1,155		2,053
October-June <sup>3/</sup>		13,687		989		10,847		25,523
July		455		84		1,232		1,771
August		267		70		1,247		1,584
September		246		73		1,217		1,536
Season <sup>3/</sup>		14,745		1,236		14,873		30,854

<sup>1/</sup> These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>3/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

## PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

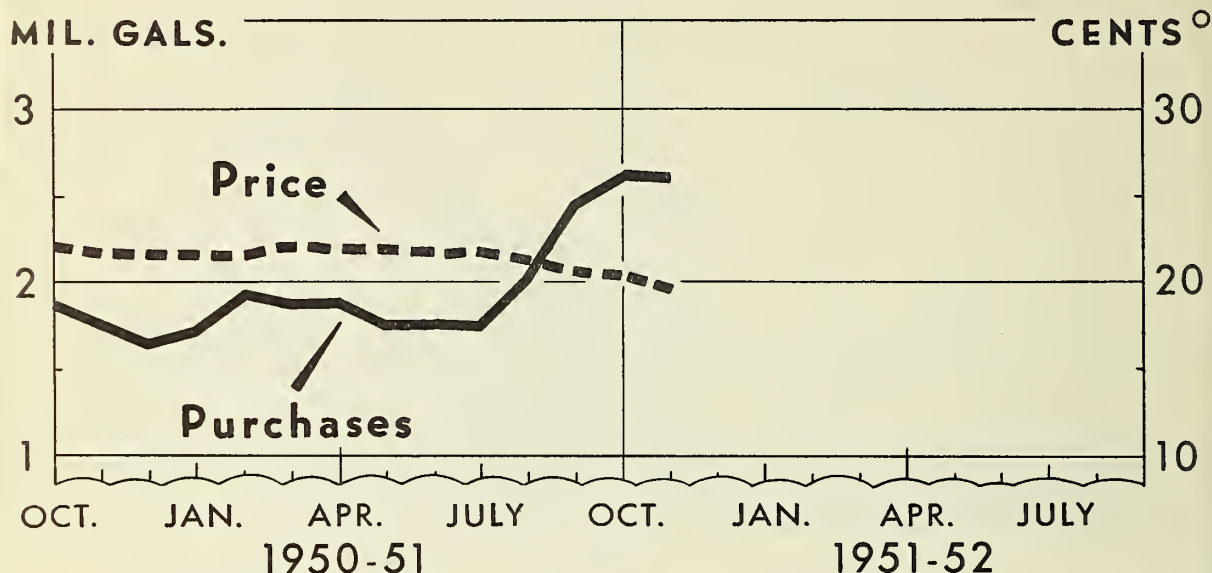
Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons,  
June 1951 to date

Period	Lemon juice 1/	Lemonade bases			Fresh lemons	Total
		Frozen	Shelf pack	Total		
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1951						
June	90	75	16	91	466	647
July	108	129	27	156	584	848
August	85	148	23	171	497	753
September	47	55	11	66	300	413
October	47	40	5	45	236	328
November	47	27	4	31	192	270
December						
October-December						
1952						
January						
February						
March						
October-March						
April						
May						
June						
October-June						

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

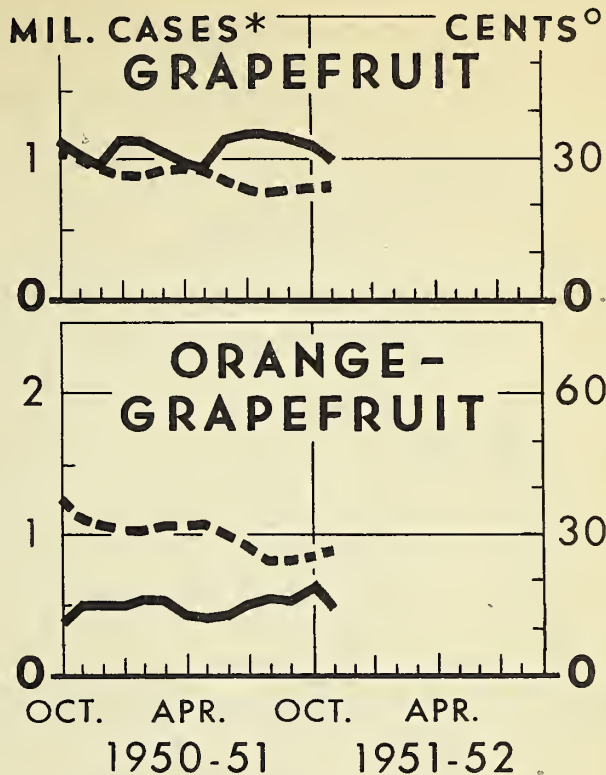
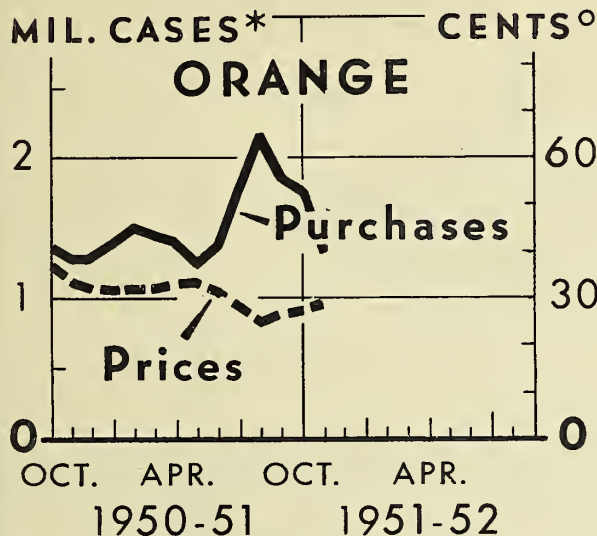
Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	1,000 gallons	1,000 gallons	Cents	Cents
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December		1,638		21.6
October-December 1/		5,747		
January		1,716		21.6
February		1,917		21.5
March		1,872		22.1
October-March 1/		11,752		
April		1,892		21.9
May		1,768		21.9
June		1,775		21.6
October-June 1/		17,635		
July		1,756		21.8
August		2,022		21.3
September		2,470		20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

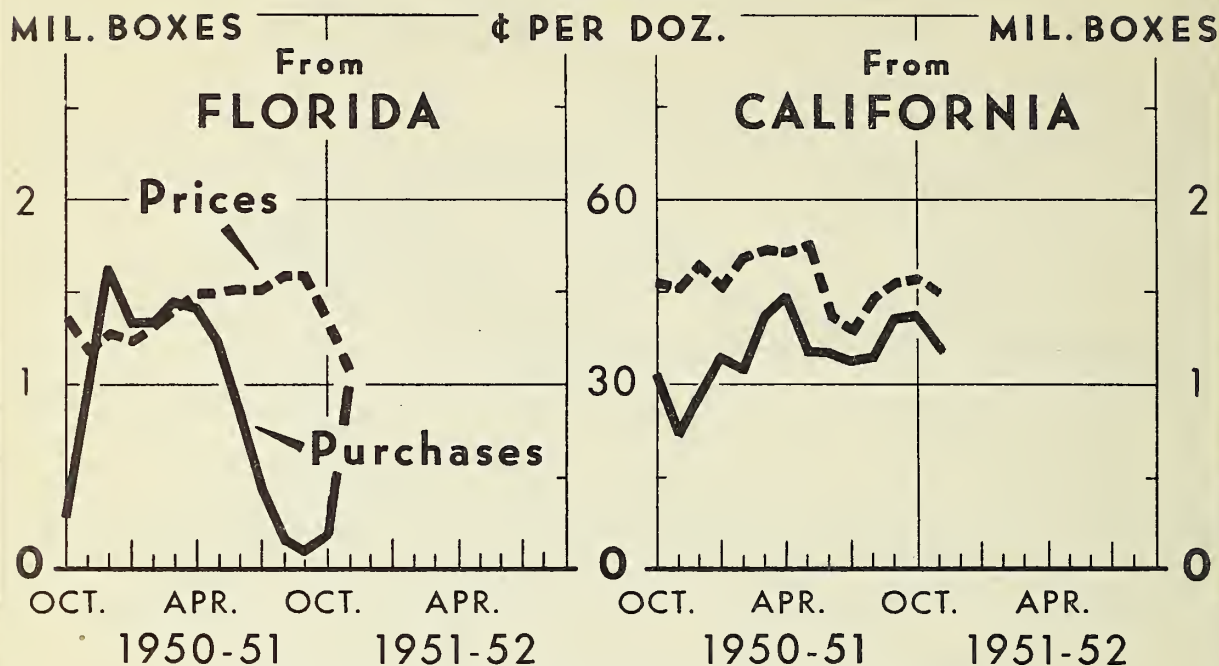
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December		1,272		32.1		956		28.5		499		31.6
October-December 2/		4,248				3,390				1,485		
January		1,368		31.5		1,138		27.3		499		31.1
February		1,490		32.0		1,135		27.0		536		30.7
March		1,456		32.3		1,049		27.8		537		31.8
October-March 2/		8,931				7,012				3,193		
April		1,403		33.2		975		28.4		429		32.0
May		1,261		33.3		931		28.0		405		32.3
June		1,358		31.0		1,138		25.6		426		30.1
October-June 2/		13,251				10,325				4,557		
July		1,775		28.1		1,192		23.8		499		27.7
August		2,166		25.1		1,190		22.6		537		24.5
September		1,850		25.9		1,163		22.8		521		24.7
Season 2/		19,540				14,179				6,267		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

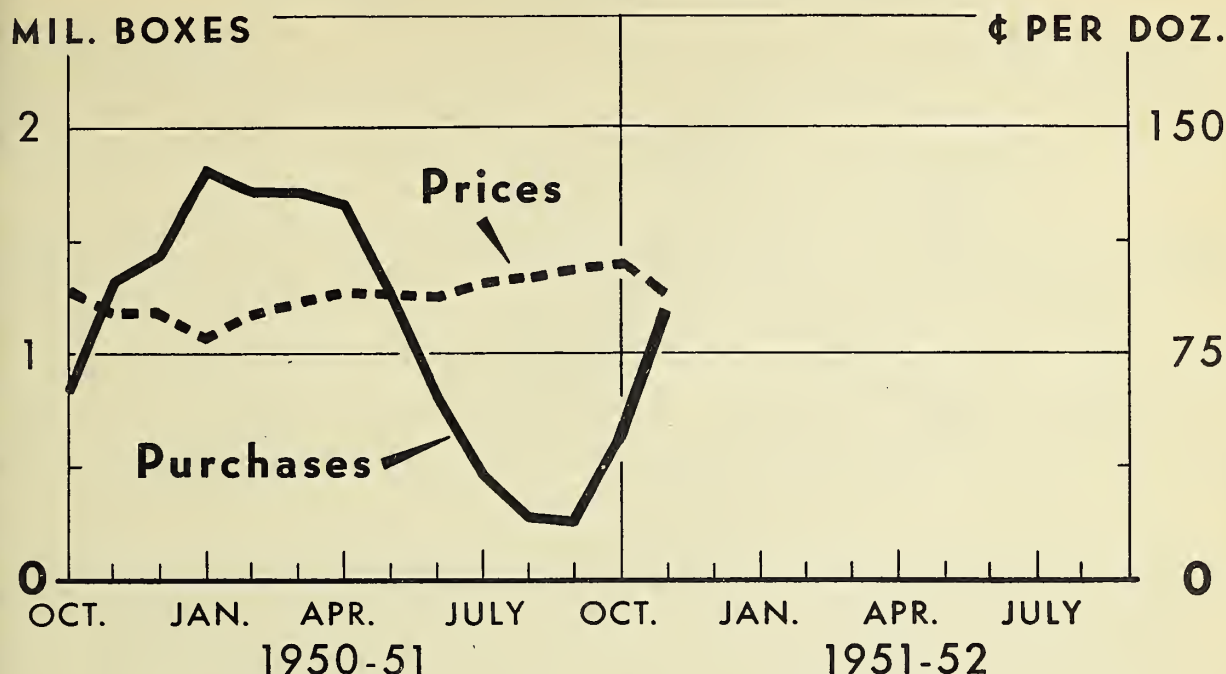
Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December		1,640		38.3		938		49.4
October-December 1/		3,247				2,865		
January		1,333		36.8		1,152		45.9
February		1,327		39.4		1,074		50.7
March		1,451		42.1		1,370		52.1
October-March 1/		7,713				6,797		
April		1,412		44.6		1,472		51.8
May		1,243		45.1		1,171		52.3
June		830		45.7		1,160		41.0
October-June 1/		11,458				10,859		
July		408		44.8		1,123		38.6
August		149		48.3		1,143		44.2
September		83		47.9		1,362		46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

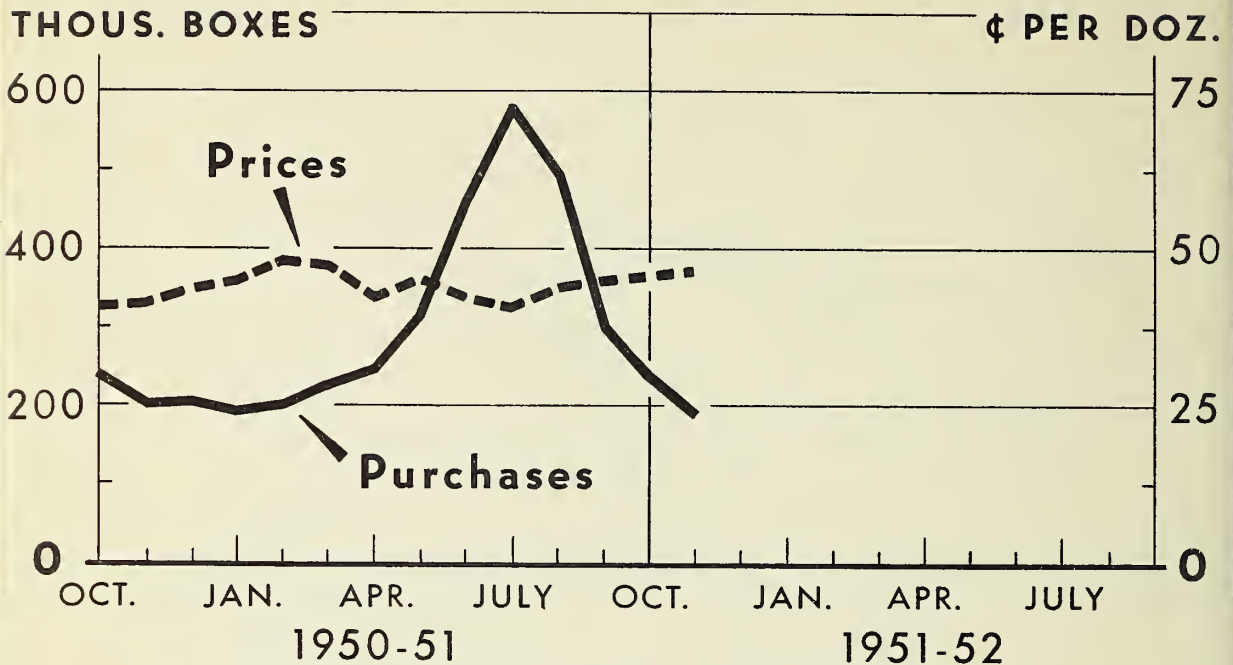
Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December		1,425		88.5
October-December 1/		3,925		
January		1,810		80.6
February		1,709		87.3
March		1,713		91.8
October-March 1/		9,687		
April		1,660		94.0
May		1,263		94.3
June		804		93.7
October-June 1/		13,687		
July		455		97.8
August		267		100.1
September		246		103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH LEMONS

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

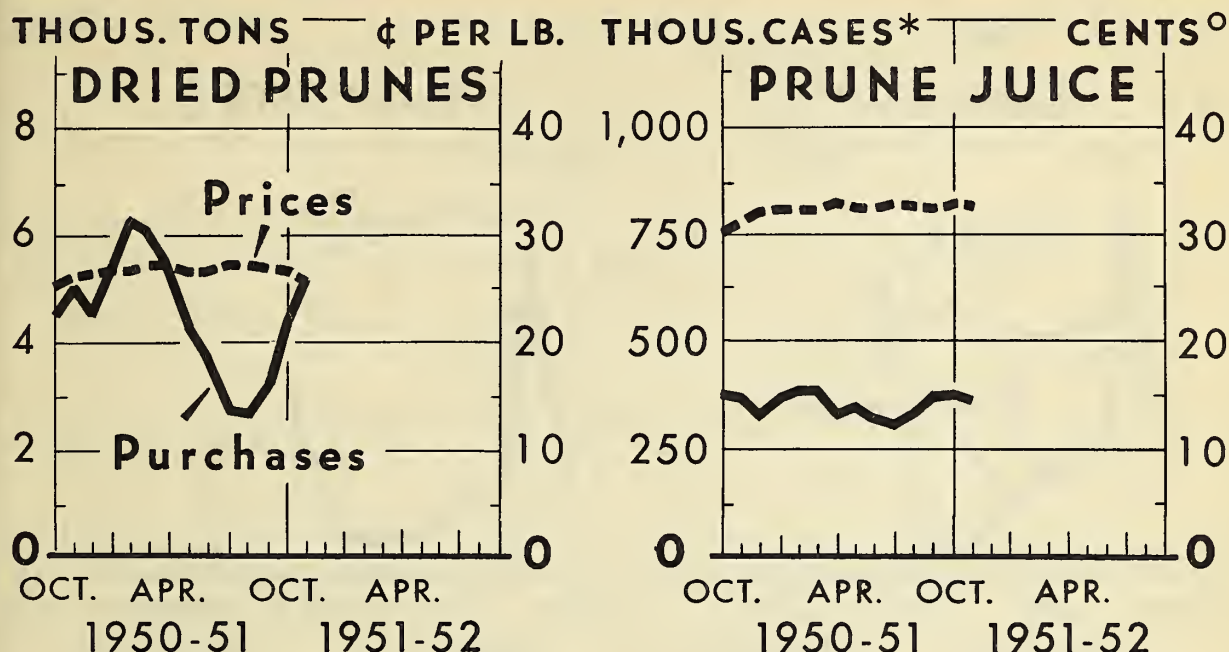
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December		204		42.8
October -December 1/		691		
January		193		44.8
February		200		48.1
March		224		46.9
October-March 1/		1,365		
April		246		42.3
May		314		44.5
June		466		41.8
October-June 1/		2,508		
July		584		40.4
August		497		43.5
September		300		45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's    <sup>o</sup> CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

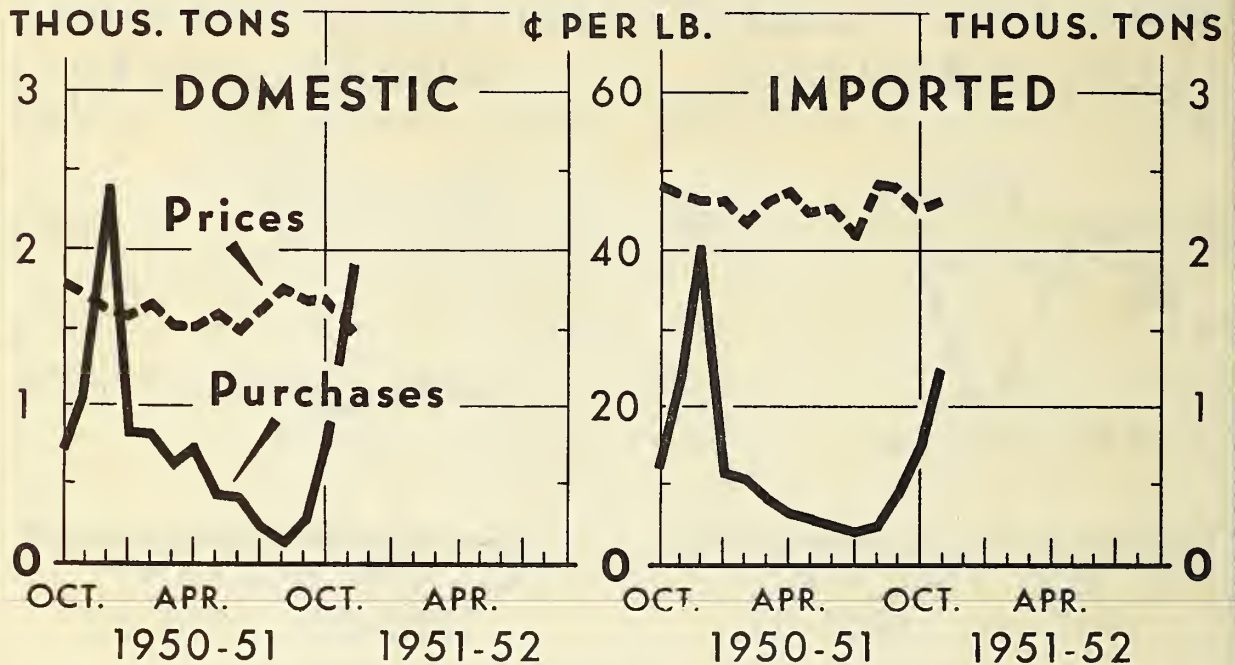
Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December		4,541		26.4		328		32.0
October-December 2/		15,625				1,189		
January		5,364		26.6		368		32.2
February		6,318		26.7		387		32.3
March		6,075		27.1		386		32.4
October-March 2/		35,037				2,439		
April		5,405		27.1		334		32.9
May		4,304		26.7		354		32.6
June		3,667		26.8		324		32.4
October-June 2/		49,393				3,528		
July		2,686		27.2		307		32.7
August		2,639		27.3		328		32.6
September		3,154		27.1		371		32.3
Season 2/		58,526				4,602		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DATES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEY COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December		2,371		32.0		2,029		46.6
October-December 1/		4,643				4,153		
January		815		31.7		562		46.6
February		824		32.8		537		43.6
March		625		30.3		410		46.4
October-March 1/		7,077				5,805		
April		725		30.0		315		47.7
May		428		31.7		284		45.0
June		413		29.7		240		45.5
October-June 1/		8,714				6,695		
July		226		32.7		209		41.9
August		133		35.2		237		48.7
September		263		33.6		441		48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.--Frozen concentrated juices and ade bases, U. S. total consumer purchases, percentage of families buying, and average prices, November 1951, October 1951, and November 1950 1/

Commodity	Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
<u>Frozen concentrated juices:</u>			
Orange juice			
November 1951	2,600	21.1	19.7
October 1951	2,608	22.1	20.4
November 1950	1,762	17.7	21.7
Grapefruit juice			
November 1951	43	.7	18.4
October 1951 <u>2/</u>	-	-	-
November 1950	51	1.1	17.4
Orange-grapefruit blend:			
November 1951	53	1.2	18.8
October 1951	55	1.1	19.1
November 1950	129	2.0	15.4
Grape juice			
November 1951	110	2.5	22.2
October 1951	111	2.7	23.3
November 1950	59	1.4	26.6
Total <u>3/</u>			
November 1951	2,876	26.6	
October 1951	2,891	23.3	
November 1950	2,071	19.3	
<u>Ade bases</u>			
Lemonade			
Frozen			
November 1951	106	1.6	14.4
October 1951	156	2.3	14.9
Shelf pack			
November 1951	15	.3	14.5
October 1951	20	.5	14.1

1/ Each month represents a 4-week period.

2/ Too few purchases reported for analysis.

3/ Total includes small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, November 1951, October 1951, and November 1950 <sup>1/</sup>

Commodity	Consumer purchases: cases of 24 No. 2's 1,000 cases	Percentage of families buying Percent	Average price per 46-oz. can 2/ Cents
Orange			
November 1951	1,325	14.0	28.3
October 1951	1,728	16.9	27.6
November 1950	1,284	13.3	33.7
Grapefruit			
November 1951	996	9.4	23.7
October 1951	1,099	11.1	23.1
November 1950	1,022	11.0	30.3
Orange-grapefruit blend			
November 1951	477	5.5	26.2
October 1951	611	6.4	25.0
November 1950	489	5.5	33.7
Lemon			
November 1951	43	2.1	10.3
October 1951	42	2.3	9.7
November 1950	31	2.0	12.0
Tomato			
November 1951	1,460	18.0	27.7
October 1951	1,643	17.7	27.3
November 1950	1,426	18.7	27.4
Pineapple			
November 1951	1,675	18.4	28.6
October 1951	1,323	16.0	31.9
November 1950	757	11.8	37.4
Prune			
November 1951	362	5.8	32.5
October 1951	373	6.1	32.6
November 1950	373	6.0	30.9
Total <sup>3/</sup>			
November 1951	7,487	51.9	
October 1951	7,856	51.6	
November 1950	6,309	47.4	

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

<sup>3/</sup> Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, November 1951, October 1951, and November 1950 <sup>1/</sup>

Commodity	Consumer purchases 1,000 boxes	Percentage of families buying Percent	Average price per dozen Cents
Oranges			
California-Arizona			
November 1951	1,186	23.7	45.2
October 1951	1,371	27.3	47.0
November 1950	738	17.6	45.4
Florida			
November 1951	981	20.1	32.8
October 1951	166	4.9	40.7
November 1950	999	20.8	35.6
Total <sup>2/</sup>			
November 1951	2,693	46.7	39.0
October 1951	1,824	35.2	46.2
November 1950	2,266	44.6	39.1
Grapefruit			
California-Arizona			
November 1951	92	2.4	91.8
October 1951	101	3.6	102.8
November 1950	143	3.4	74.0
Florida			
November 1951	619	13.1	93.3
October 1951	214	7.0	103.6
November 1950	546	12.2	91.7
Total <sup>3/</sup>			
November 1951	1,182	25.8	93.5
October 1951	606	18.9	106.0
November 1950	1,319	29.6	88.5
Lemons			
November 1951	192	18.6	46.7
October 1951	236	20.2	45.2
November 1950	201	20.5	40.8

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Includes purchases of Texas oranges and those which were not identified as to origin.

<sup>3/</sup> Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Industrial Surveys Company



Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, November 1951, October 1951, and November 1950 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
November 1951	622	2.8	58.5
October 1951	418	2.0	59.2
November 1950	576	3.0	58.3
Dates			
Domestic			
November 1951	1,906	5.4	29.6
October 1951	768	2.7	33.7
November 1950	1,073	4.2	34.0
Imported			
November 1951	1,254	7.3	46.2
October 1951	761	4.3	45.2
November 1950	1,177	7.5	47.0
Total <u>2/</u>			
November 1951	3,819	14.1	34.3
October 1951	1,717	7.5	37.8
November 1950	2,976	13.5	37.8
Peaches			
November 1951	355	1.4	43.7
October 1951 <u>3/</u>	-	-	-
November 1950	239	1.2	39.8
Prunes			
November 1951	5,184	12.9	25.8
October 1951	4,391	11.7	26.5
November 1950	4,996	13.0	26.0

1/ Each month represents a 4-week period.

2/ Includes purchases of dates which were not identified by origin.

3/ Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned juices: U. S. total consumer purchases and average prices, November 1951 (4-week period)

Commodity	Purchases				Average prices			
	Percent		Number		Cents		Cents	
	: families buying :		: buying family:age purchase :		: unit :		: No. 2 can :	
	Percentage of all:	Total all	Average per	Size of aver-	Per actual	Per equivalent	Size	Per equivalent
	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases	1,000 cases
Canned juices								
Orange	14.0	1,325	1.7	58.4	46 oz.	28.3	11.6	
Grapefruit	9.4	996	1.6	62.3	46 oz.	23.7	9.6	
Orange-gpft. blend	5.5	477	1.5	56.8	46 oz.	26.2	10.5	
Tangerine	1.7	128	1.3	54.2	46 oz.	23.3	9.8	
Lemon	2.1	43	1.3	13.7	5 1/2-6 oz.	10.3	34.0	
Apple	3.5	296	1.6	51.9	32 oz.	22.4	11.7	
Grape	4.0	179	1.3	32.2	32 oz.	37.5	25.5	
Pineapple	18.4	1,675	1.5	56.3	46 oz.	28.6	11.7	
Prune	5.8	362	1.6	36.5	32 oz.	32.5	18.5	
Tomato	18.0	1,469	1.7	48.2	46 oz.	27.7	11.8	
Vegetable combination	3.6	219	1.5	37.2	46 oz.	38.3	16.3	
Other juices	2/	327	2/	34.8	46 oz.	40.2	17.9	
Total	51.9	7,487	2.8	50.4			12.5	

1/ Equivalent cases of No. 2 cans, 432 ounces per case.  
 2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, November 1951 (4-week period)

Commodity	Purchases				Average prices	
	Percentage of all:		Average per:		per	
	families buying:	Total all families:	family:	Size of average purchase:	actual unit	
	Percent	1,000 gallons	Number	Ounces	Size	Cents
<u>Frozen concentrated juices</u>						
Orange	21.1	2,600	2.4	14.8	6 oz.	19.7
Grape	2.5	110	1.5	9.0	6 oz.	22.2
Grapefruit 1/	-	-	-	-	-	-
Orange-grapefruit blend	1.2	53	1.2	10.5	6 oz.	18.8
Other concentrates	2/	70	2/	12.6	6 oz.	18.1
Total	22.3	2,876	2.6	14.2		
<u>Ade bases</u>						
Lemonade						
Frozen	1.6	106	1.4	12.6	6 oz.	14.4
Shelf pack	.3	15	1.1	12.9	6 oz.	14.5

1/ Too few purchases reported for analysis.

2/ Information not available.

Source: National Consumer Panel of Industrial Surveys Company



Table 7.--Fresh citrus fruit: U. S. total consumer purchases and average prices, November 1951 (4-week period)

Commodity	Purchases					Average price per dozen Cents
	Percentage of all families buying : Percent	Total 1,000 boxes	Average per		Size of average purchase : Units	
			all families	buying family		
Oranges						
California-Arizona	23.7	1,186	2.0		11.4	45.2
Florida	20.1	981	1.8		14.0	32.8
Texas 1/	-	-	-		-	-
Unidentified	11.1	503	1.5		11.2	38.4
Total	46.7	2,693 2/	2.1		12.3	39.0
Grapefruit						
California-Arizona	2.4	92	1.5		3.8	91.8
Florida	13.1	619	1.9		4.3	93.3
Texas 1/	-	-	-		-	-
Unidentified	11.7	384	1.5		3.7	93.7
Total	25.8	1,182 2/	1.9		4.0	93.5
Tangerines	2.6	71	1.1		9.3	45.0
Lemons	18.6	192	1.6		5.2	46.7
Limes 1/	-	-	-		-	-
Total	58.9	4,138 3/	3.1		8.9	46.5

1/ Too few purchases reported for analysis.  
2/ Includes small amount of purchases of Texas fruit.  
3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Industrial Surveys Company

Table 8.--Dried fruit: U. S. total consumer purchases and average prices, November 1951 (4-week period)

Commodity	Purchases					Average price per pound Cents
	Percentage of all families buying : Percent	Total Tons	Average per		Size of average purchase : Ounces	
			: buying family :			
			: Number :			
Apricots	2.8	622	1.2	13.2	58.5	
Dates						
Domestic	5.4	1,906	1.2	19.9	29.6	
Imported	7.3	1,254	1.2	10.6	46.2	
Unidentified	2.1	659	1.1	22.2	25.0	
Total	14.1	3,819	1.2	15.6	34.3	
Peaches	1.4	355	1.2	14.7	43.7	
Prunes	12.9	5,184	1.2	23.2	25.8	

Source: National Consumer Panel of Industrial Surveys Company